

Subject: Re: Planet Fitness Ribbon Cutting

From: Noah Strouse

Date: 07/15/2016 04:35 PM

To: Mayra Alvarez

CC: Jessica Alvarenga <jessica.alvarenga@lacity.org>, Blair Besten <blair@historiccore.bid>, Patti Berman <patti.berman@dlanc.com>

Mayra,

August 3rd is confirmed! I will work on a flyer and send over.

Thanks,

Noah



NOAH STROUSE
Director of Marketing & Services

209-211 W 5th Street
Los Angeles, California 90013

p 213/488-1901
c 310/383-6304
HistoricCore.BID

FOLLOW US ON:
[facebook](#) / [twitter](#) / [instagram](#)

SIGN UP FOR OUR
NEWSLETTER

24HR HOTLINE:
[213/239-8336](tel:2132398336)

On Fri, Jul 15, 2016 at 1:54 PM, Mayra Alvarez <mayra.alvarez@lacity.org> wrote:

Great -

The following dates are available on the Councilmember's calendar for a **9 a.m.** Ribbon Cutting:

- * August 3
- * August 10
- * August 12

Please let me know what day works best and we can confirm on the Councilmember's calendar.

Thank you!

--
Mayra I. Álvarez
Executive Assistant
and Scheduler



COUNCILMEMBER JOSE HUIZAR
14TH DISTRICT, CITY OF LOS ANGELES
D [\(213\) 978-3044](tel:(213)978-3044)
F (213) 847-0680
E mayra.alvarez@lacity.org
200 N. Spring St., Suite 465
Los Angeles, CA 90012

On Tue, Jul 12, 2016 at 10:40 AM, Noah Strouse <noah@historiccore.bid> wrote:

Hi Mayra,

Strange. I'm not sure who may have made the request on their part, but since the HCBI is in direct communication with the company's COO and the gym's manager, we would be more than happy to handle coordination.



**HISTORIC
CORE
BID**
of DOWNTOWN LOS ANGELES

NOAH STROUSE
Director of Marketing & Services

209-211 W 5th Street
Los Angeles, California 90013

p [213/488-1901](#)
c [310/383-6304](#)
[HistoricCore.BID](#)

FOLLOW US ON:
[facebook](#) / [twitter](#) / [instagram](#)

SIGN UP FOR OUR
NEWSLETTER

24HR HOTLINE:
[213/239-8336](#)

On Tue, Jul 12, 2016 at 10:29 AM, Mayra Alvarez <mayra.alvarez@lacity.org> wrote:

Hi Noah -

I had already received a request through their developer as well. Should we coordinate instead, or should I continue with their team?

--
Mayra I. Álvarez

Executive Assistant
and Scheduler



COUNCILMEMBER JOSE HUIZAR
14TH DISTRICT, CITY OF LOS ANGELES
D [\(213\) 978-3044](#)
F (213) 847-0680
E mayra.alvarez@lacity.org
200 N. Spring St., Suite 465
Los Angeles, CA 90012

On Thu, Jul 7, 2016 at 9:28 AM, Noah Strouse <noah@historiccore.bid> wrote:

Ahhh of course my apologies. Slipped my mind. In that case, Mayra, please let us know any available dates and we'll go ahead with the ceremony with whomever from Planet Fitness is available at that time.



NOAH STROUSE
Director of Marketing & Services

209-211 W 5th Street
Los Angeles, California 90013

p [213/488-1901](#)
c [310/383-6304](#)
[HistoricCore.BID](#)

FOLLOW US ON:
[facebook](#) / [twitter](#) / [instagram](#)

SIGN UP FOR OUR
NEWSLETTER

24HR HOTLINE:
[213/239-8336](#)

On Thu, Jul 7, 2016 at 9:22 AM, Diana Yedoyan <diana.yedoyan@lacity.org> wrote:

Hey Noah,

I'll let Mayra respond, but this is during Council Recess and believe the CM is out of town.

On Wed, Jul 6, 2016 at 2:16 PM, Noah Strouse <noah@historiccore.bid> wrote:

Apologies, just received word that they'd like to change the requested window to July 19th - 22nd.



NOAH STROUSE
Director of Marketing & Services

209-211 W 5th Street
Los Angeles, California 90013

p [213/488-1901](#)
c [310/383-6304](#)
[HistoricCore.BID](#)

FOLLOW US ON:
[facebook](#) / [twitter](#) / [instagram](#)

SIGN UP FOR OUR
NEWSLETTER

24HR HOTLINE:
[213/239-8336](#)

On Wed, Jul 6, 2016 at 1:48 PM, Noah Strouse <noah@historiccore.bid> wrote:

Dear Mayra,

The Historic Core BID would like to hold a ribbon cutting ceremony to celebrate the opening of national gym chain Planet Fitness's opening on Broadway and 5th. The gym brings an important asset to the community and activates the previously vacant storefront on a difficult stretch of Broadway.

The company has just informed us that their COO will be in town July 18th - 21st and they would like to schedule a ceremony during those dates. Is there any availability on the Councilmember's schedule that week?

Thank you,

Noah



NOAH STROUSE
Director of Marketing & Services

209-211 W 5th Street
Los Angeles, California 90013

p [213/488-1901](#)
c [310/383-6304](#)
[HistoricCore.BID](#)

FOLLOW US ON:
[facebook](#) / [twitter](#) / [instagram](#)

SIGN UP FOR OUR
NEWSLETTER

24HR HOTLINE:
[213/239-8336](#)

--

Diana Yedoyan
Legislative Deputy

Office of Councilmember José Huizar
City of Los Angeles | Council District 14

City Hall
200 N. Spring St | Room 465
Los Angeles, CA 90012
(213) 473-7014 office | (213) 847-0680 fax
diana.yedoyan@lacity.org

For regular updates and to sign up for our E-Newsletter, please visit our updated [José Huizar CD 14 website](#). Click on the icons below to follow us on Twitter, Facebook, and YouTube

